



APRIL 25, 2018

Re: 18RFQ040918-DRR, CITY NEWSLETTER

Dear Respondent(s):

Attached is one (1) copy of Addendum 2, hereby made a part of the above referenced 18RFQ040918-DRR, CITY NEWSLETTER.

Except as provided herein, all terms and conditions in the 18RFQ040918-DRR referenced above remain unchanged and in full force and effect.

Sincerely,

Donald R. Riley

**Donald R. Riley, CPPB
Purchasing Specialist**

18RFQ040918-DRR, CITY NEWSLETTER
Addendum No. 2
Page Two

This Addendum forms a part of the contract documents and **modifies** the original RFQ documents as noted below:

Attached hereto are responses to questions submitted about the above quotation document.

Except as provided herein, all terms and conditions in the bid referenced above remain unchanged and in full force and effect.

Failure to return a signed copy of this addendum could render your bid non-responsive.

ACKNOWLEDGEMENT OF ADDENDUM NO. 2

The undersigned proposer acknowledges receipt of this addendum by returning one (1) copy of this form with the proposal package to the Finance Department - Purchasing Division, City of Stockbridge, 4640 Henry Boulevard, Stockbridge, Georgia 30281 by the quote due date and time **April 27, 2018 before 3:00 P.M. E.S.T.**

This is to acknowledge receipt of Addendum No. 2, _____ day of _____, 2018.

Legal Name of Bidder

Signature of Authorized Representative

Title

QUESTIONS REGARDING 17RFQ012417-DRR, City of Stockbridge – City Newsletter:

1. Do you happen to have a sample picture of the old news letter?

Response: The sample newsletter is located on the City's website.
<http://www.cityofstockbridge.com/bidview.aspx?bid=350>

2. Also is there a bleed on this?

Response: Yes, there is a full-page bleed on the first page of the newsletter along with one on page four (4) of the newsletter.

3. Whats the turn around time for the newsletter to print?

Response: The City prefers for the newsletter to be out by the first/second week of May 2018.

4. Will it be electronic form as well?

Response: No, the City does not require the newsletter to be in an electronic form at this time.

5. What are the exact dimensions?

Response: Finished size of the newsletter is 8 ½ x 11 inches.

6. Is it glossy or regular paper type?

Response: The City prefers uncoated 80lb cover and both are in a matted finish. A sample of the newsletter can be obtained upon request to determine weight of cover and interior pages. The cover is heavier weight than interior pages, both are matte finish. Pages are stapled.

7. Is it CMYK or RGB?

Response: The City prefers CMYK as it newsletter.

8. Are we responsible for distribution?

Response: Yes, the awarded contractor shall provide all distribution for the newsletter. The City will provide an initial complete list of mailing addresses in an Excel or CSV format and will provide additions to the file going forward. Names of resident or business are not used, so that only new addresses are added each issue.

9. Are we in charge of selling advertisements?

Response: No, the City will handle this responsibility.

10. Can we print out of state?

Response: Yes, this is acceptable.

11. Does the City of established guidelines for the print productions of the piece?

Response: Yes, this will be a responsibility of the City.

12. Do we contribute to the creative process (i.e. Articles, Etc)?

Response: No, the City oversees the creative process and content of the newsletter.

13. In your request for quote it states that the City prefers a Contractor that can sell ads to promote Stockbridge businesses. Is the Contractor responsible for identifying these businesses, getting their contact information, and doing the actual marketing to them for ad sales or will the City supply a list of business names and contact information?

Response: No, the City handle all selling of advertisements.

14. Will the City determine a set number of pages that will feature ads in each issue of the newsletter or is the Contractor responsible for that?

Response: No, this will be determined by the City Manager or his designee.

15. Will any ad content be due by the last day of the month preceding the distribution date for the newsletter, the same day that the City will have the newsletter content submitted to the Contractor? Or would the Contractor be responsible for setting the ad deadline?

Response: No, the City shall set the schedule and deadlines for the newsletter.

16. Should the ad price include designing the ads or does the Contractor negotiate that with the businesses buying the ads?

Response: No, the City will complete this task.

17. If a Contractor does not want to handle the ad sales, does that eliminate them as a responsive bidder?

Response: No, sales is not a requirement of this quote; therefore, it will not render a vendor being non-responsive as a part of this quote.

18. I found a sample of previous newsletters on the City of Stockbridge website. If the City has been publishing this newsletter previously, why is the City looking for a new Contractor?

Response: This is an annual contract and it expires yearly and the City allows this quote to go through a competitive process which allows competitive pricing and open market competition.

19. Who was the previous Contractor? Is the previous quote available online or in hard copy for review?

Response: The current contractor providing these services is KDA Communications, LLC. (Atlanta, GA).

20. Does the City provide mailing addresses or are the newsletters just delivered to all residential addresses of Stockbridge or a certain zip code?

Response: The City will provide an initial complete list of mailing addresses in an Excel or CSV format and will provide additions to the file going forward. Names of resident or business are not used, so that only new addresses are added each issue.

*** BALANCE OF PAGE INTENTIONALLY LEFT BLANK ***